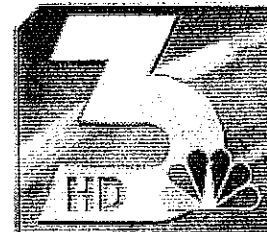


ORDER



KSNV

Orders	Order / Rev:	103688	
	Alt Order #:	06830031	
	Product Desc:	BERKLEY FOR SENATE	
	Estimate:	30S	
	Flight Dates:	10/16/12 - 10/22/12	
	Original Date / Rev:	06/28/12 / 06/28/12	
	Order Type:	GENERAL	
	Primary AE:	Amy McCreary	
	Sales Office:	BLPHI	
	Sales Region:	National	
Agency	Name:	Shorr Johnson Magnus	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
	1831 Chestnut St.		EOM/EOC
	Philadelphia, PA 19103		Agency Commission:
			15%
Advertiser	Name:	Berkley Shelley for Senate	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	123	\$39,075.00	\$33,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$39,075.00	\$33,213.75	0.00
Totals	123	\$39,075.00	\$33,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Struct. Share	Share	Total
KSNV	20%	\$39,075.00
Market	100%	\$195,375.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

Order / Rev: 103688
Alt Order #: 06830031
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/16/12	10/19/12	Wake Up Early w/ Wagners	CM	430a-5a	-TWTF--	:30	4	\$50.003	0.00	NM	4	\$200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12 10/21/12 -TWTF-- 4 \$50.00 0.00														
E 2	KSNV	10/22/12	10/22/12	Wake Up Early w/ Wagners	CM	430a-5a	M-----	:30	1	\$50.003	0.00	NM	1	\$50.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 M----- 1 \$50.00 0.00														
E 3	KSNV	10/22/12	10/22/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.003	0.00	NM	1	\$200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 M----- 1 \$200.00 0.00														
E 4	KSNV	10/16/12	10/19/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.003	0.00	NM	4	\$800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12 10/21/12 -TWTF-- 4 \$200.00 0.00														
E 5	KSNV	10/16/12	10/19/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.003	0.00	NM	8	\$2,400.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12 10/21/12 -TWTF-- 8 \$300.00 0.00														
E 6	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.003	0.00	NM	2	\$600.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 M----- 2 \$300.00 0.00														
E 7	KSNV	10/22/12	10/22/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.003	0.00	NM	3	\$1,200.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 M----- 3 \$400.00 0.00														
E 8	KSNV	10/16/12	10/19/12	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003	0.00	NM	12	\$4,800.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12 10/21/12 -TWTF-- 12 \$400.00 0.00														
E 9	KSNV	10/16/12	10/19/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003	0.00	NM	4	\$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12 10/21/12 -TWTF-- 4 \$175.00 0.00														
E 10	KSNV	10/22/12	10/22/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.003	0.00	NM	1	\$175.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00														
E 11	KSNV	10/22/12	10/22/12	M-F Today Show II	CM	9-10a	M-----	:30	1	\$175.003	0.00	NM	1	\$175.00
TODAY 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00														
E 12	KSNV	10/16/12	10/19/12	M-F Today Show II	CM	9-10a	-TWTF--	:30	4	\$175.003	0.00	NM	4	\$700.00
TODAY 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/15/12 10/21/12 -TWTF-- 4 \$175.00 0.00														
E 13	KSNV	10/16/12	10/19/12	CM	3-4p	-TWTF--	:30	4	\$200.003	0.00	NM	4	\$800.00	

Order / Rev: 103688 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06830031 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 10/16/12 - 10/22/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Dr. Phil															
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/15/12	10/21/12	-TWTF--			4	\$200.00			0.00					
E 14	KSNV	10/22/12	10/22/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/22/12	10/28/12	M-----			1	\$200.00			0.00					
E 15	KSNV	10/22/12	10/22/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	M-----	:30	1	\$300.003	0.00	NM		1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/22/12	10/28/12	M-----			1	\$300.00			0.00					
E 16	KSNV	10/16/12	10/19/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	-TWTF--	:30	4	\$300.003	0.00	NM		4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/15/12	10/21/12	-TWTF--			4	\$300.00			0.00					
E 17	KSNV	10/16/12	10/19/12	News 3 at 4 News 3 at 4	CM	4-430p	-TWTF--	:30	4	\$300.003	0.00	NM		4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/15/12	10/21/12	-TWTF--			4	\$300.00			0.00					
E 18	KSNV	10/22/12	10/22/12	News 3 at 4 News 3 at 4	CM	4-430p	M-----	:30	1	\$300.003	0.00	NM		1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/22/12	10/28/12	M-----			1	\$300.00			0.00					
E 19	KSNV	10/22/12	10/22/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$450.003	0.00	NM		2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/22/12	10/28/12	M-----			2	\$450.00			0.00					
E 20	KSNV	10/16/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	8	\$450.003	0.00	NM		8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/15/12	10/21/12	-TWTF--			8	\$450.00			0.00					
E 21	KSNV	10/16/12	10/19/12	Face to Face w/ Ralston CM Face to Face w/ J.Ralston	CM	730-758pm	-TWTF--	:30	4	\$225.003	0.00	NM		4	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/15/12	10/21/12	-TWTF--			4	\$225.00			0.00					
E 22	KSNV	10/22/12	10/22/12	Face to Face w/ Ralston CM Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$225.003	0.00	NM		1	\$225.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/22/12	10/28/12	M-----			1	\$225.00			0.00					
E 23	KSNV	10/20/12	10/20/12	To the Point - PM To the Point	CM	730-758pm	-----S-	:30	1	\$150.003	0.00	NM		1	\$150.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/15/12	10/21/12	-----S-			1	\$150.00			0.00					
E 24	KSNV	10/22/12	10/22/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	2	\$400.003	0.00	NM		2	\$800.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/22/12	10/28/12	M-----			2	\$400.00			0.00					
E 25	KSNV	10/16/12	10/19/12		CM	630-730pm	-TWTF--	:30	8	\$400.003	0.00	NM		8	\$3,200.00

Order / Rev: 103688
Alt Order #: 06830031
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel															
M-F Jeopardy/Wheel of Fortune															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	-TWTF--			8	\$400.00			0.00					
E 26	KSNV	10/20/12	10/20/12	Weekend Jeopardy/WheGM		630-730pm				-----S-	:30	2	\$250.003	0.00 NM	2 \$500.00
WKND Jeop/Wheel															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	-----S-			2	\$250.00			0.00					
E 27	KSNV	10/21/12	10/21/12	News 3 Live in Prime	CM	7-10pm				-----S	:30	1	\$600.003	0.00 NM	1 \$600.00
News 3 in Prime															
NEWS IN PRIME AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	-----S			1	\$600.00			0.00					
E 28	KSNV	10/19/12	10/19/12	Fri PR 9-10p	CM	9-10pm				-----F--	:30	1	\$1,000.003	0.00 NM	1 \$1,000.00
Friday Prime 9-10pm															
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	----F--			1	\$1,000.00			0.00					
E 29	KSNV	10/19/12	10/19/12	Fri PR 8-9p	CM	8-9pm				----F--	:30	1	\$750.003	0.00 NM	1 \$750.00
Friday Prime 8-9pm															
WHIT/COMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	----F--			1	\$750.00			0.00					
E 30	KSNV	10/17/12	10/17/12	Wed PR 9-10p	CM	9-10pm				--W----	:30	1	\$1,700.003	0.00 NM	1 \$1,700.00
Wednesday Prime 9-10pm															
SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	---W----			1	\$1,700.00			0.00					
E 31	KSNV	10/17/12	10/17/12	Wed PR 10-11p	CM	10-11pm				--W----	:30	1	\$1,400.003	0.00 NM	1 \$1,400.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	--W----			1	\$1,400.00			0.00					
E 32	KSNV	10/16/12	10/19/12	Late Night w/Fallon	CM	1237a-136am				-TWTF--	:30	4	\$75.003	0.00 NM	4 \$300.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	-TWTF--			4	\$75.00			0.00					
E 33	KSNV	10/22/12	10/22/12	Late Night w/Fallon	CM	1237a-136am				M-----	:30	1	\$75.003	0.00 NM	1 \$75.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12	M-----			1	\$75.00			0.00					
E 34	KSNV	10/22/12	10/22/12	The Tonight Show	CM	1135p-1237a				M-----	:30	2	\$185.003	0.00 NM	2 \$370.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/22/12	10/28/12	M-----			2	\$185.00			0.00					
E 35	KSNV	10/16/12	10/19/12	The Tonight Show	CM	1135p-1237a				-TWTF--	:30	8	\$185.003	0.00 NM	8 \$1,480.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	-TWTF--			8	\$185.00			0.00					
E 36	KSNV	10/16/12	10/19/12	M-F News 3 at Eleven	CM	11pm-1135pm				-TWTF--	:30	4	\$425.003	0.00 NM	4 \$1,700.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	-TWTF--			4	\$425.00			0.00					
E 37	KSNV	10/22/12	10/22/12		CM	11pm-1135pm				M-----	:30	1	\$425.003	0.00 NM	1 \$425.00

Order / Rev: 103688
Alt Order #: 06830031
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F News 3 at Eleven															
M-F News 3 at Eleven															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12 10/28/12 M----- 1 \$425.00 0.00															
E 38	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003	0.00	NM		2	\$800.00
Sa-Su News 3 at Eleven															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----SS 2 \$400.00 0.00															
E 39	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003	0.00	NM		2	\$450.00
Saturday Today															
SAT TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S- 2 \$225.00 0.00															
E 40	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003	0.00	NM		2	\$300.00
News 3 Sunrise SATURDAY															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S- 2 \$150.00 0.00															
E 41	KSNV	10/20/12	10/20/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$200.003	0.00	NM		1	\$200.00
News 3 Today - SAT															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S- 1 \$200.00 0.00															
E 42	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$350.003	0.00	NM		2	\$700.00
Sunday Today															
SUN TODAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S 2 \$350.00 0.00															
E 43	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM		1	\$550.00
Saturday Night Live															
SNL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/15/12 10/21/12 -----S- 1 \$550.00 0.00															
													Totals	123	\$39,075.00